# Reach UK podiatry professionals researching equipment and practice purchases

Display advertising, Advertisement Features, newsletter sponsorship and relevant commercial partnerships.

**Podiatry Supplies Media Pack**

Introductory rates and specifications - September 2026

**advertising@podiatrysupplies.co.uk**

# A focused equipment and purchasing context

Podiatry Supplies helps people research specialist equipment, compare options and find second-hand equipment. Advertising appears within this practical purchase-led setting while independent editorial content remains separate.

COMMERCIAL PROPOSITION

**Relevant suppliers can reach readers while they research equipment and practice purchases.**

## Intended readers

- UK podiatrists and chiropodists
- Foot Health Professionals
- Clinic owners and practice managers
- People setting up, expanding or closing a clinic
- Buyers and sellers of used podiatry equipment

## Suitable advertisers

- Equipment and clinic-furniture manufacturers
- Suppliers of instruments and consumables
- Servicing, repair and testing providers
- Practice software and professional services
- Relevant training, events and industry publishing

## Why use Podiatry Supplies

- Specialist equipment and practice-purchasing subject matter
- UK-led organic search traffic
- Direct booking across agreed, relevant page groups
- Clear labelling and separation from independent editorial work
- Named commercial contact and simple flat-fee introductory packages

# Current verified reach

These figures describe recorded search interactions and public social followings. They do not represent monthly reach, unique visitors or verified practitioner numbers.

**5,054**
**Organic Google Search clicks**
10 May 2025 to 9 Sep 2026

**276,609**
**Organic Google Search impressions**
10 May 2025 to 9 Sep 2026

**78.2%**
**UK share of organic search clicks**
3,954 recorded clicks

**67.2%**
**Mobile share of organic search clicks**
3,397 recorded clicks

## Purchase-led search activity

**1,287**
**Marketplace-page organic clicks**
Same Search Console period

**107**
**Sell-equipment-page organic clicks**
Same Search Console period

## Public social following

| | | |
|---|---|---|
| Facebook | 1.3K | Recorded 13 Sep 2026 |
| **X** | 649 | Recorded 13 Sep 2026 |
| **LinkedIn** | 126 | Recorded 13 Sep 2026 |

Source: supplied Google Search Console export dated 12 Sep 2026 and public social counts recorded 13 Sep 2026.

# Four simple launch products

## Relevant-page display

A clearly labelled placement across one agreed page group for 30 days or three months.

INCLUDES

- Desktop and mobile creative
- Destination-link check
- Basic delivery report after testing

## Advertisement Feature

A dedicated paid page about a relevant product, service, supplier or launch.

INCLUDES

- Clear label and named advertiser
- One factual correction round
- 12-month initial publication term

## Newsletter sponsor block

One labelled sponsor section within a normal newsletter sent by Podiatry Supplies.

INCLUDES

- One image and short copy
- One call-to-action link
- No subscriber data supplied

## Launch partner package

A three-month package for a small number of relevant founding advertisers.

INCLUDES

- One Advertisement Feature
- Three months of display
- One newsletter sponsor block and report

## Not offered at launch

Paid reviews, paid positions within independent guides, undisclosed backlinks, mass-market programmatic advertising or dedicated promotional emails.

# Introductory rates

These flat-fee pilot prices apply while delivery, engagement and production benchmarks are built. Availability and final scope are confirmed before booking.

| Product | Price | Included |
|---|---|---|
| **Display - 30 days** | £75 | One agreed page group; desktop and mobile creative |
| **Display - 3 months** | £195 | Paid in advance; one creative change |
| **Newsletter sponsor block** | £60 / issue | One image, short copy and one CTA |
| **Feature - supplied copy** | £225 | Editing, label, factual review; 12-month term |
| **Feature - written from brief** | £350 | Approved brief and evidence; up to agreed scope |
| **Launch partner - supplied copy** | £425 | Feature, 3-month display, newsletter block, report |
| **Launch partner - commissioned** | £550 | Written feature, 3-month display, newsletter block, report |

**Prices shown are the total amount payable. Impact Fitness Ltd is not VAT registered, so no VAT will be added.**
First-time advertisers pay before production or placement begins.

## Initial artwork and production specifications

| Format | Supply | Lead time |
|---|---|---|
| **Display** | 1456 x 180 px desktop and 600 x 500 px mobile; static JPG, PNG or WebP; max 250 KB each | 5 working days |
| **Supplied feature** | 600 to 1,000 words; 1600 x 900 px main image; up to 3 supporting images; evidence for claims | 10 working days |
| **Commissioned feature** | Approved brief, evidence pack and image permissions; normally up to 900 words | 15 working days |
| **Newsletter block** | Headline up to 10 words; copy up to 60 words; 1200 x 675 px image; one link | 7 working days |

# Clear commercial standards

- Paid placement does not buy a positive review, a ranking in an independent guide or separate editorial coverage.
- Paid features carry Advertisement Feature above the headline. Display and newsletter placements carry a clear Advertisement or sponsor label.
- Podiatry Supplies keeps final editorial and publication control. Advertisers remain responsible for the accuracy, legality and evidence behind their claims.
- Paid links use the appropriate sponsored-link treatment. Third-party tracking requires a separate privacy, cookie and security review.
- Subscriber and visitor personal data is not supplied to advertisers. Reports use available aggregate delivery and engagement data.
- No campaign is guaranteed to deliver impressions, clicks, enquiries, sales or search rankings.

## Booking process

1. **Enquire**
   Tell us what you want to promote.
2. **Review**
   We check fit, scope and availability.
3. **Confirm**
   You receive the agreed booking and invoice.
4. **Deliver**
   We approve assets, publish and report.

## Discuss advertising

Send a short description of your business, what you want to promote, the format you are considering and your preferred timing.

**advertising@podiatrysupplies.co.uk**

podiatrysupplies.co.uk/advertise/

Advertising labelling follows CAP Code Section 2: asa.org.uk/type/non_broadcast/code_section/02.html